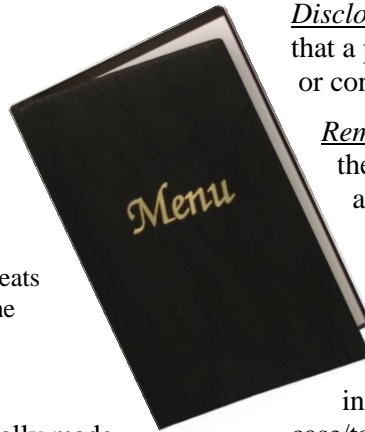


Wisconsin Food Code FACT SHEET

Consumer Advisories

Raw or undercooked animal foods, that have not been thoroughly cooked, can pose a risk to the consumer and cause a foodborne illness. A consumer advisory is required where raw or undercooked animal foods or foods that contain raw or undercooked animal food ingredients are served or sold.

- Establishments that serve highly susceptible populations (i.e. preschool age children, older adults, or those with compromised immune systems) are prohibited from serving undercooked or raw animal foods.
- Establishments that have a children's menu may not include undercooked ground meats (i.e. hamburgers) as items on the children's menu, even with a consumer advisory.



Examples of foods that are typically made with raw or undercooked animal foods that would require a consumer advisory include, but are not limited to:

- Dressings or sauces such as hollandaise, béarnaise or Caesar
- "Establishment-made" mayonnaise
- Shellfish served raw on the half shell
- Sushi made with raw fish
- Steak tartare
- Hamburgers/other meat* that are served "medium rare or rare"
- Soft-boiled, soft-scrambled, or soft fried shell eggs
- Omelets, French toast, bread puddings
- Mousses, meringues and eggnogs

- Any other food made with a raw animal food ingredient served in a less than thoroughly cooked state

Note: Whole muscle intact beef, pasteurized liquid eggs or pasteurized shell eggs do not require a consumer advisory.

A correctly written consumer advisory must contain two elements:

Disclosure Statement: informs the consumer that a particular animal-derived food is served as or contains raw or undercooked ingredients; *and*

Reminder Statement: informs the consumer of the increased risk of foodborne illness associated with consuming raw or undercooked animal-derived foods, especially if the person has certain medical conditions.

Methods of informing consumers may include menu advisories, labels, deli case/table tents, placards, brochures, and any other **written** means.

The disclosure identifier may be a simple asterisk next to a menu item that is references the reminder on the bottom of the menu.

Examples:

- Our Caesar dressing is made with raw eggs.*
**Regarding the safety of these items, written information is available upon request.*
- Hamburgers can be cooked to order.*
**Whether dining out or preparing food at home, consuming raw or undercooked animal foods may increase your risk of foodborne illness.*



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